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62.77

Piedmont Plants

for 1946

Piedmont Plant Co.

GREENVILLE, S. C.



PEACE and PIEDMONT PLANTS

Turn back to our cover and take notice, for our use of it is symbolic. Today our nation is at peace and we face the dawn of a new era and new problems. In the words of Britain's leader "Let him who will, relax."

And what is to be the role of Piedmont Plants? The victory garden program has created an army of amateur gardeners who have had the satisfaction of producing their own garden-fresh vegetables for the first time, and who now propose to build a happier and healthier nation through further effort. During years of war we have been proud to offer you gardeners of America the prospect of an earlier and more productive garden through our Piedmont Plants, and we continue to do so.

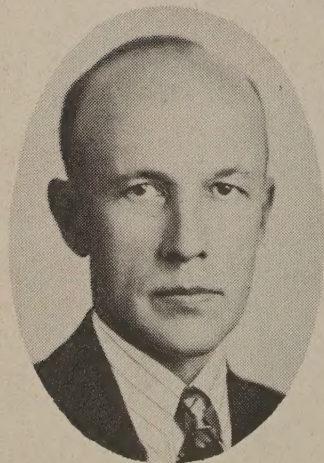
Our aim is always perfection, as near as nature will permit. And nature has been good to us in Southwest Georgia. Here are soil and climate conditions particularly suited to the growing of vegetable plants which will make your garden a winner. With our forty years of experience as nature's aid in growing plants guaranteed to satisfy, we're bound to have a productive combination.

Thank you for the fine business you have given us. Many of our customers have been short of help, and afraid to order perishable plants on account of slow transportation. With the war over, labor and rail service are rapidly getting back to normal. We hope that you will return to us now that you can be assured of prompt delivery of the finest vegetable plants for your garden. Your good will is our most valued asset and it is our desire to merit it in the years ahead of us.

Yours very truly,

PIEDMONT PLANT CO.

By *E. P. DuVernet*



E. P. DuVernet



Field of Frost-Proof Cabbage Plants

PIEDMONT FIELD-GROWN PLANTS

The market gardener who grows vegetables for early market knows how important it is to get crops on the market early, if large profits are to be realized. The home gardener also wants early vegetables. To get an early start it is necessary to grow seedlings in hot beds, transplanting them to cold frames to harden. The best and cheapest solution to the problem is to set Piedmont Field Grown Plants.

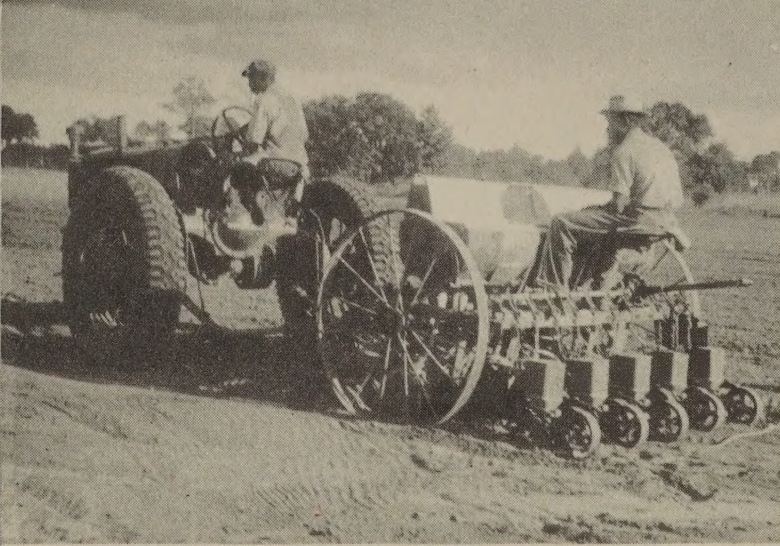
We offer in this catalog a line of high grade Field Grown Vegetable Plants for early setting which we guarantee to give satisfaction. The business of growing and shipping vegetable plants has developed tremendously in the past 20 years. Hundreds of millions of plants are shipped annually to truckers, market gardeners, and home gardeners, who find it more profitable to buy plants than to attempt to grow them.

QUALITY in PLANTS

SUITABLE CLIMATE NECESSARY. In the middle south the climate is adapted to growing plants in the open, which are hardy enough to set in the open farther north. Our farms are located where there is enough cold weather to grow plants hardy enough to set in the open field.

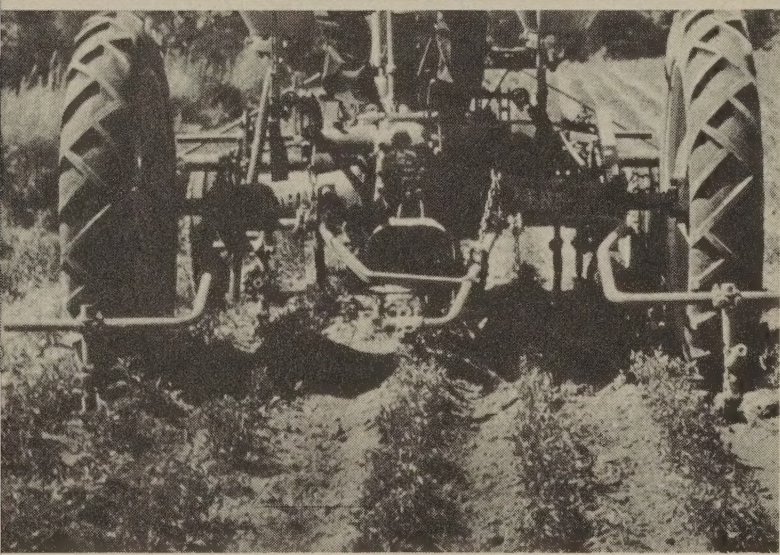
SELECTED PLANTS. Piedmont Plants are grown from high grade seed, and will be found true to type and variety. Our plants are hand selected, and are large enough to set in the field. No small, inferior, trashy plants shipped. We ship you the kind you order, properly labeled, and full count guaranteed.

SATISFACTORY DELIVERY. Some people hesitate to order plants from a distance, because they are afraid that tender plants cannot be delivered in good condition. We have shipped our plants successfully for many years all over the United States. We have satisfied customers in every state. We guarantee to deliver the plants you order in perfect condition. If you are not satisfied on delivery, we will replace your order.



SEED and PLANTING

Our seed is planted with high speed tractor drills on disease free land. We use the best seed available, certified where possible. Cabbage seed is grown for us by Ferry Morse Seed Co. Tomato seed is certified free from disease and true to variety by the states of New Jersey and Indiana.



CULTIVATION

Our plants are given every care and attention during growth so as to insure large, healthy, deep rooted plants. Illustration shows tractor cultivator cultivating a field of tomato plants.



INSECTS and DISEASE

In order to ship clean plants, free from insects and disease, we use the latest and most improved spraying, dusting and fumigating equipment. Illustration shows a power duster in a field of cabbage plants.

IRRIGATION

As an insurance against drought we are prepared to irrigate our plant fields. Illustration shows portable irrigation on seed beds just planted.





Our Plants are Hand Selected

REAL FROST-PROOF CABBAGE PLANTS

The Frostproof Cabbage Plant has become so well known that it is hardly necessary to point out its advantages.

On our farms the soil and climate are especially adapted to the growing of hardy, tough, healthy cabbage plants. The plants make a slow growth during the early part of the winter and spring, and soon become very tough and hardy. They will stand a temperature of 20 degrees above zero without injury and can be shipped to territory with a colder climate. Light snows, sleet, and moderate freezes will not hurt them, and they can be set in the open four to six weeks earlier than hotbed plants. The top of the plant does not grow, but the root becomes established, enabling the plant to make a rapid start, and mature headed cabbage two or three weeks earlier.

Piedmont Field-grown Frostproof Cabbage Plants will produce bumper crops early enough to get top prices.

VARIETIES

CHARLESTON WAKEFIELD—75 days from plants. This is a selection from the Early Jersey Wakefield, a week to ten days later, but makes a much larger head. It stands pre-eminent as the best spring cabbage for the South. The heads are pointed and large in size for an early cabbage. Plants ready Jan. 1st to June.





GOLDEN ACRE—65 days from plants. An extra early Copenhagen Market with a smaller head, but matures a little earlier. Heads are round and solid. Plants ready Jan. 1st to July.

COPENHAGEN MARKET — 70 days from plants. This is the earliest of the round headed varieties, and produces larger heads than any cabbage equally as early. The heads are heavy in weight, ball shaped, solid and firm, fine texture, and splendid quality. Plants ready Jan. 1 to June.

EARLY FLAT DUTCH—85 days from plants. A medium early variety, excellent for shipping and kraut. The heads are very solid and distinctly flattened on top, large in size, and excellent quality. Plants ready Jan. 1 to June.

DANISH BALLHEAD or HOLLANDER—100 days from plants. Most widely used and the best of the late cabbages; desirable for shipping, storage, and for kraut. Heads deep round, very hard and decidedly compact. Plants ready March to June.

MARION MARKET—74 days from plants. A Yellows or wilt-resistant type of Copenhagen Market. Same shape head as Copenhagen, but will make a crop on land infested with yellows disease where ordinary varieties fail. Plants ready March to June.

PRICES on CABBAGE PLANTS

Cabbage tied 50 to bundle. Shipping weight 18 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

| | |
|-----------------------|--------|
| 100 Plants for | \$.50 |
| 200 Plants for | .90 |
| 500 Plants for | 1.50 |
| 1000 Plants for | 2.75 |

BY EXPRESS

Transportation Charges Collect

| | |
|--------------------------|-----------------|
| 1,000 to 4,000 at | \$2.25 per 1000 |
| 5,000 to 9,000 at | 2.10 per 1000 |
| 10,000 and over at | 2.00 per 1000 |



Onion Plants Showing Large Stalks and Healthy Roots

FROST-PROOF ONION PLANTS

Southern grown onion plants are no longer an experiment. Large quantities are set out every year, and they are rapidly displacing sets. They will grow large, sweet onions early, and are good keepers. They produce onions two to three times larger than sets, and seldom run to seed. They can be set early, the same time you would put out sets or cabbage plants. Therefore we strongly advise you to use our plants instead of sets, whether for the market or home use. Piedmont Onion Plants are grown from the very best seed, and will be found true to name. Ready Jan. 1st to July.

VARIETIES

YELLOW BERMUDA. The most popular and widely planted of the Bermuda varieties. It is sometimes called the White Bermuda although it is a light yellow or straw color. This is a thin flat shaped onion, and very sweet; many people eat them like an apple.

CRYSTAL WAX BERMUDA. One of the most attractive onions grown. It is clear, waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.

VALENCIA or SWEET SPANISH. A globe shaped onion, light yellow in color, and grows as large as the Prizetaker. It is mild in flavor, a good yielder and a splendid keeper.

PRICES on ONION PLANTS

Onion plants tied 100 to bundle. Shipping weight 7 lbs. to 1000 plants.

BY PARCEL POST

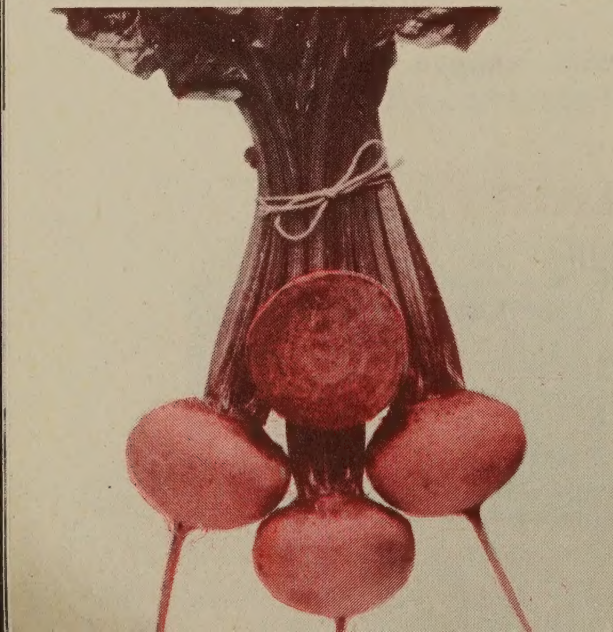
Postage Prepaid

| | |
|-----------------------|--------|
| 100 Plants for | \$.50 |
| 200 Plants for | .75 |
| 500 Plants for | 1.25 |
| 1000 Plants for | 2.35 |

BY EXPRESS

Transportation Charges Collect

| | |
|--------------------------|-----------------|
| 1,000 to 4,000 at | \$2.00 per 1000 |
| 5,000 to 9,000 at | 1.75 per 1000 |
| 10,000 and over at | 1.50 per 1000 |



PIEDMONT LETTUCE PLANTS

While not quite so hardy as cabbage and onion plants, our Lettuce plants will stand considerable frost and cold weather. Good head lettuce can be grown in the home garden. Set out some of our plants this year instead of buying your lettuce. Set out at about the same time as cabbage. Plants ready Jan. 1st to June. Shipping weight 18 lbs. per 1000 plants.

VARIETIES: Iceberg, Imperial 44.

PRICES: By Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.

PIEDMONT BROCCOLI PLANTS

Ready April and May — Calabrese Improved, Green Sprouting. A delicious vegetable, steadily gaining in favor. Similar to cauliflower, but hardier. Shipping weight 18 lbs per 1000 plants.

PRICES: By Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.

PIEDMONT CAULIFLOWER PLANTS

Ready April and May. Our cauliflower plants are hardy and may be set earlier than home grown plants. Variety: Early Snowball, best and most widely used variety.

PRICES: By Mail Postpaid — 50 for \$1.00; 100 for \$1.50; 500 for \$7.00; 1000 for \$12.00. By Express Collect — 1000 to 4000 at \$11.00 per 1000; 5000 to 9000 at \$10.50 per 1000; 10,000 and over at \$10.00 per 1000.

PIEDMONT BEET PLANTS

Set our beet plants for early crop. Variety: Early Crosby Egyptian. Ready April and May. Shipping weight 18 lbs. per 1000 plants.

PRICES: By Mail Postpaid — 50 for 75¢; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50. By Express Collect — 1000 to 4000 at \$4.00 per 1000; 5000 to 9000 at \$3.75 per 1000; 10,000 and over at \$3.50 per 1000.

PIEDMONT PLANT COMPANY, Greenville, South Carolina

Give Date You Want Shipment Made_____.

[illegible]

SUGGESTIONS TO CUSTOMERS

NAME, ADDRESS, ETC.—We wish to impress upon you the importance of writing your name and full address plainly. We cannot be responsible for delays due to incomplete local address. Give your R.F.D. or street address, and your express office if different from your postoffice.

ORDERING DIFFERENT VARIETIES OF PLANTS—If you order Cabbage, Onion, Tomato plants, etc., at the same time, make your remittance to cover the quantity of each kind of plants you order at the prices quoted. Do not order a smaller quantity of a variety than the smallest amount listed. If you wish to make your order in advance for Tomato, Pepper, etc., at the same time you order Cabbage and Onion plants, you may do so by giving the date you wish the order shipped. Please do not ask us to change orders after they are booked for shipment.

SHIPPING—Express and Mail Service is rapidly getting back to normal, and you will again be able to get prompt delivery of plants. We advise Express shipments in quantities of 2000 and over, smaller quantities are usually cheaper by mail. Direct Air Express Service is available now from Albany, but rates are still very high. If interested write us for rates.

TERMS—Plants are sold on a cash basis. Please make remittance by Post-office or Express Money Order, Bank Draft, Check, or Registered Letter.

PLANTING CHART

| Kind of Plant | Hardiness to Cold | Width of Row | Distance in Row | No. Plants to Set 100 Ft. | No. Plants for 1 Acre |
|------------------------------------|-------------------|--------------|-----------------|---------------------------|-----------------------|
| Cabbage Cauliflower Broccoli | Frost Proof | 3 ft. | 15 in. | 80 | 11,000 |
| Onion | Frost Proof | 2 ft. | 6 in. | 200 | 45,000 |
| Beet | Frost Proof | 3 ft. | 6 in. | 200 | 30,000 |
| Lettuce | Frost Proof | 2 ft. | 12 in. | 100 | 20,000 |
| Tomato | Frost Kill | 4 ft. | 36 in. | 50 | 3,500 |
| Pepper | Frost Kill | 3 ft. | 24 in. | 50 | 7,500 |
| Eggplant | Frost Kill | 3 ft. | 24 in. | 50 | 7,500 |
| Sweet Potato | Frost Kill | 3 ft. | 15 in. | 80 | 11,000 |

PIEDMONT PLANT COMPANY, Greenville, South Carolina

Your Name _____
(Print Plainly)

Give Date You Want Shipment Made_____

[illegible]

SUGGESTIONS TO CUSTOMERS

NAME, ADDRESS, ETC.—We wish to impress upon you the importance of writing your name and full address plainly. We cannot be responsible for delays due to incomplete local address. Give your R.F.D. or street address, and your express office if different from your postoffice.

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TERMS—Plants are sold on a cash basis. Please make remittance by Post-office or Express Money Order, Bank Draft, Check, or Registered Letter.

PLANTING CHART

| Kind of Plant | Hardiness to Cold | Width of Row | Distance in Row | No. Plants to Set 100 Ft. | No. Plants for 1 Acre |
|------------------------------------|-------------------|--------------|-----------------|---------------------------|-----------------------|
| Cabbage Cauliflower Broccoli | Frost Proof | 3 ft. | 15 in. | 80 | 11,000 |
| Onion | Frost Proof | 2 ft. | 6 in. | 200 | 45,000 |
| Beet | Frost Proof | 3 ft. | 6 in. | 200 | 30,000 |
| Lettuce | Frost Proof | 2 ft. | 12 in. | 100 | 20,000 |
| Tomato | Frost Kill | 4 ft. | 36 in. | 50 | 3,500 |
| Pepper | Frost Kill | 3 ft. | 24 in. | 50 | 7,500 |
| Eggplant | Frost Kill | 3 ft. | 24 in. | 50 | 7,500 |
| Sweet Potato | Frost Kill | 3 ft. | 15 in. | 80 | 11,000 |



PIEDMONT FIELD-GROWN TOMATO PLANTS

During the past five years there has been a tremendous increase in the use of Southern field-grown tomato plants. They have proven to be the most satisfactory and economical solution of the tomato plant problem in the north both for large canning factories and home gardeners.

Piedmont Field-Grown Tomato Plants are grown in the open field where they are acclimated to outdoor temperature, which enables them to be set in the open field. They are not frostproof as it is impossible to grow frostproof tomato plants. However, they are not like the tender seedlings you get from a greenhouse, but are large, stalky plants, hardy enough to make a quicker start than greenhouse plants.

Our field-grown tomato plants are grown from the best certified seed, which is disinfected before planting on disease free land. They are thoroughly sprayed by high pressure sprayers from the time they come up. This insures you true to name, disease free plants.

Our plants are carefully selected in the field as they are pulled one at a time. Each plant has a well developed root system. Many people think tomato plants are too tender a plant to ship long distances successfully. However, the way we wrap them with damp moss and paper, and pack them in special crates, we can deliver them in good condition anywhere east of the Rockies.

VARIETIES






BONNY BEST. A fine variety for early market and home garden. Vines are vigorous and fruit bright scarlet in color, and uniform in ripening.

PRITCHARD or SCARLET TOPPER. A wilt resistant variety similar to the Marglobe but earlier. It is disease resistant and very productive. The fruit is scarlet, large, smooth and globular in shape.

MARGLOBE. Wilt resistant tomato developed by U. S. Department of Agriculture. Fruit medium size, smooth and solid; globe shape, scarlet color, good shipper. Has become very popular for main crop.

RUTGERS. A new wilt resistant variety rapidly coming into favor in the eastern canning sections. Similar to the Marglobe in many characteristics, it produces slightly larger fruit and more foliage. Scarlet in color, it ripens from the inside out.

GREATER BALTIMORE. A mid-season variety, very popular for main crop and canning. Probably more of this variety used by large canners than any other variety. Very dependable, producing extra heavy crop of large firm tomatoes.

| Days to Harvest | Shape of Fruit |
|-----------------|--|
| 70 |  |
| 73 |  |
| 77 |  |
| 80 |  |
| 82 |  |

Start your tomato crop right with **PIEDMONT FIELD-GROWN PLANTS.** Ready April, May and June.





Field Tomato Plants

PRICES ON FIELD-GROWN TOMATO PLANTS

Tomato plants wrapped 50 to bundle.
Shipping weight 25 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

| | |
|-----------------------|--------|
| 50 Plants for | \$.75 |
| 100 Plants for | 1.00 |
| 500 Plants for | 3.00 |
| 1000 Plants for | 4.50 |

BY EXPRESS

Transportation Charges Collect

| | |
|------------------------|-----------------|
| 1,000 to 4,000 Plants | \$3.50 per 1000 |
| 5,000 to 9,000 Plants | 3.25 per 1000 |
| 10,000 Plants and over | 3.00 per 1000 |

Write for Prices on Large Lots



Each Bunch of 50
Plants Carefully
Wrapped in Damp
Moss and Paper.
We Guarantee Sat-
isfactory Delivery.



Bunch of Potato Plants

SWEET POTATO PLANTS

Our Potato Plants are grown from selected seed stock grown on our own farms. They are treated for all kinds of disease, and are government inspected. Our customers are therefore protected from the many kinds of potato plant diseases which are becoming so prevalent throughout the South.

Variety: Porto Rico — This is a southern Yam potato with rich, deep yellow meat, sweet and juicy. It is the most popular of the yam potatoes, and is an enormous yielder. It can be grown successfully in many sections of the North, and we recommend it to those who have never tried the southern yam. Ready April, May and June.

HOW TO GROW SWEET POTATOES: A warm, well drained, sandy loam is the best land for sweet potatoes. After plowing and harrowing thoroughly, lay off rows 3 feet apart and drill 500 to 1,000 pounds of commercial fertilizer, containing plenty of potash but not much nitrogen. List on the fertilizer, and knock off the top of the ridge. Set the plants 15 inches apart. Cultivate thoroughly until the vines begin to run. Harvest when mature or when frost kills the vines. Store in a warm cellar or building where the temperature does not go below 50 degrees.

PRICES on POTATO PLANTS

Potato plants wrapped 50 to bundle.

Shipping weight 16 lbs. to 1000 plants.

BY PARCEL POST

Postage Prepaid

| | |
|-----------------------|--------|
| 50 Plants for | \$.75 |
| 100 Plants for | 1.00 |
| 500 Plants for | 3.00 |
| 1000 Plants for | 4.50 |

BY EXPRESS

Transportation Charges Collect

| | |
|------------------------|-----------------|
| 1,000 to 4,000 Plants | \$4.00 per 1000 |
| 5,000 to 9,000 Plants | 3.75 per 1000 |
| 10,000 Plants and over | 3.50 per 1000 |

PIEDMONT PEPPER PLANTS

Our Pepper Plants, like tomato plants, are suitable for setting in the open field after danger of frost is over. Our plants are field-grown, and therefore more hardy than hotbed plants. Set these plants instead of trying to grow pepper from seed, and you will be surer of an early crop. Ready April, May and June.

VARIETIES

CALIFORNIA WONDER. 75 days from plants. The outstanding sweet variety for market gardeners and shipping. Fruits four lobed and chunky, large size; flesh thicker than any other variety, sweet and mild.

Pepper plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.



Pepper Plants
Wrapped for
Shipment.

PRICES BY MAIL, POSTPAID

| | |
|-----------------------|--------|
| 50 Plants for | \$.75 |
| 100 Plants for | 1.00 |
| 500 Plants for | 3.00 |
| 1000 Plants for | 4.50 |

PRICES BY EXPRESS, COLLECT

| | Per 1000 |
|------------------------------|----------|
| 1,000 to 4,000 Plants | \$4.00 |
| 5,000 to 9,000 Plants | 3.75 |
| 10,000 Plants and Over | 3.50 |

PIEDMONT EGGPLANT PLANTS

Like the tomato and pepper plants, our Eggplant Plants are field-grown, and have the same advantages over trying to grow eggplant from seed. We can supply you with large, healthy plants with well developed root systems. Ready April, May and June.

BLACK BEAUTY. 80 days from plants. The best all around variety for home gardeners and truckers. Fruit large egg shaped, dark purple in color, and hold up well after picking.

Eggplant plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.



Eggplant
Plant

PRICES BY MAIL, POSTPAID

| | |
|-----------------------|--------|
| 50 Plants for | \$.75 |
| 100 Plants for | 1.00 |
| 500 Plants for | 3.00 |
| 1000 Plants for | 4.50 |

PRICES BY EXPRESS, COLLECT

| | Per 1000 |
|------------------------------|----------|
| 1,000 to 4,000 Plants | \$4.00 |
| 5,000 to 9,000 Plants | 3.75 |
| 10,000 Plants and Over | 3.50 |

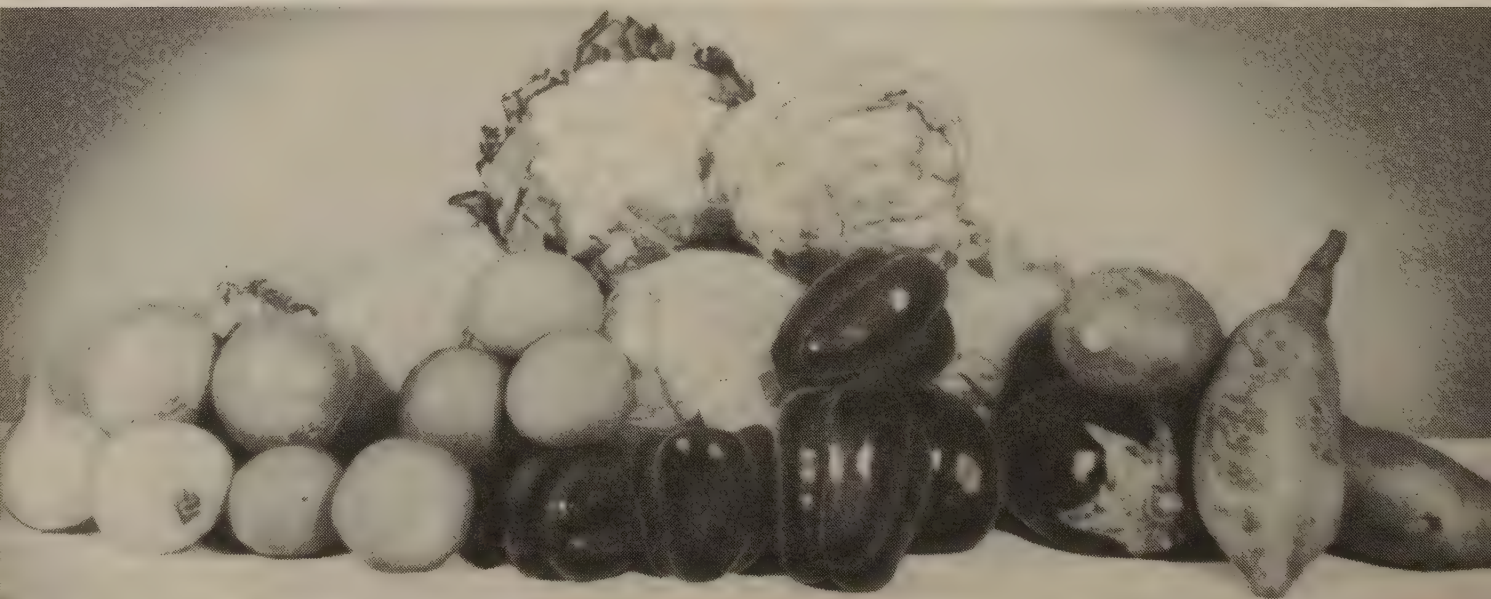


PACKING and SHIPPING

Our plants are carefully packed in light, wire bound, wood veneer crates, as shown in the illustration. From long experience we find these crates are much superior to any other kind of container. They will stand rough handling, will not crush in like paper boxes, and are so ventilated as to deliver the plants to you in perfect condition. All plants are tied in bunches of 50, the tops are ventilated and the roots protected from exposure to the air. We guarantee to deliver plants anywhere in the United States, East of Rocky Mountains.

CARE of PLANTS on ARRIVAL

As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out, keeping the tops dry and the roots moist, and they will keep for a reasonable time.



PLEASE WRITE NAME AND ADDRESS HERE

From _____

Street or
R.F.D. No. _____

P. O. _____ State _____

PLACE
STAMP
HERE

PIEDMONT PLANT CO.

High Grade Vegetable Plants

GREENVILLE,

SOUTH CAROLINA





Field of Frost-Proof Onion Plants

Our Guarantee

We guarantee our plants to be exactly as described in this catalog, grown from the best seed obtainable, true to name, hand selected, varieties labeled and carefully packed.

We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge, or refund your money, provided you notify us within 10 days after receipt.

We send you only the highest quality plants, and gladly stand back of them. However, weather, soil, and care also influence crops, so in no case shall we be responsible for any amount beyond the purchase price.

TESTIMONIAL LETTERS

The onion and cabbage plants you sent me arrived in excellent condition. They are so far ahead of any plants for sale in this city that there is no comparison. I am very much pleased with the plants and with your square dealing. If there is anything I can do for the Piedmont Plant Co. here do not hesitate to say so.—W. E. Alley, St. Louis, Mo.

I want to tell you how pleased we were with the results of your plants. This was

our first purchase (1944) and we are very satisfied. Trusting we may be able to tell many others of your plants.—Mrs. O. H. Whittington, Strongsville, Ohio

Your service on our order for tomato plants last year was so prompt and satisfactory that we are sending another order now for more. We had great success with your plants and picked tomatoes from August 1st until frost killed them. Would like to order some for late planting also.—Chris Juhl, Omaha, Nebr.



PIEDMONT PLANTS PRODUCE